



اُنْدِيْفِمْرِيْتِي اِتَكْنُوْلُوْكِئِي فَاْمَرَا
UNIVERSITI
TEKNOLOGI
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FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

CASE STUDY REPORT

“Flex Fisioterapi”

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EXECUTIVE SUMMARY

This report was requested to identify what type of services of a company can provide to the society. It is a part of study for everyone to conduct a case study project as a UiTM student. So, an online interview was conducted with a company named Flex Fisioterapi, a physiotherapy clinic currently located in Kelantan and Terengganu, which offers services to the customers.

In the first part of the report, general information of the company such as background and services provided has been collected. Information is gathered through primary and secondary source as well.

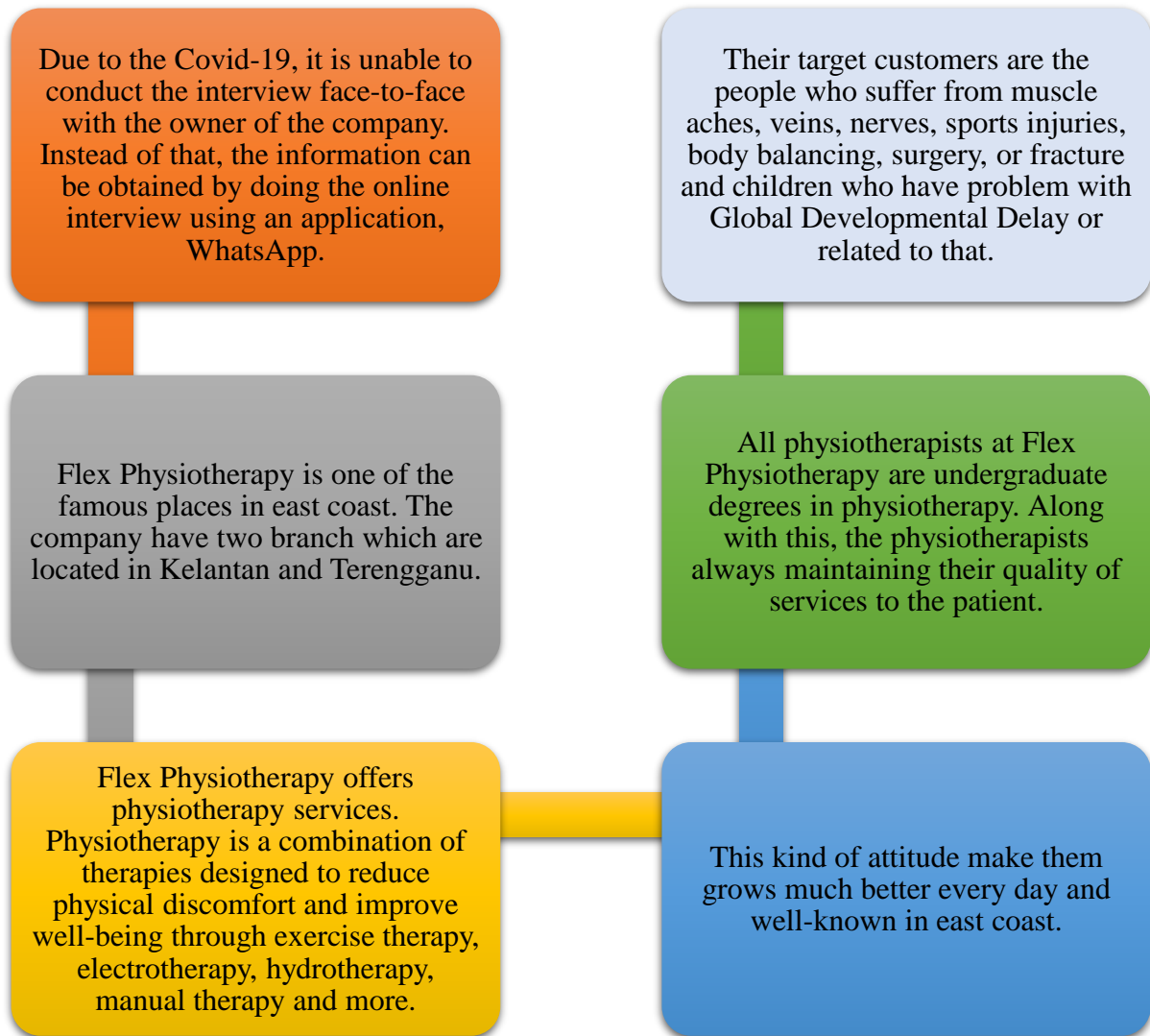
The second part of the report contains the specific subject study. Objective of the project is to work on the background, and services that Flex Physiotherapy provides. Next, study about the technology of the Flex Physiotherapy.

Normal technology is used in rehabilitation center for rehab equipment such as exercise ball, set of dumbbell, pedal exercise and other facilities. The company's business, marketing and its operational strategy used by the company to promote their products are quite interesting since they use social media and flyers.

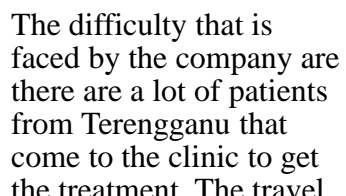
In this case study, the strength, weaknesses, opportunities, and threats of this company were analysed in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, a solution is needed to overcome and to fulfil their needs.

1.0 INTRODUCTION

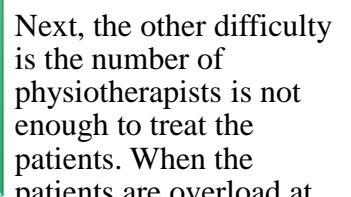
1.1 Background of the study



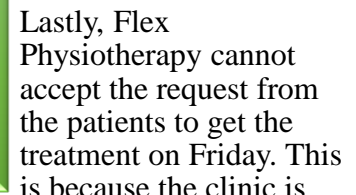
1.2 Problem statement



The difficulty that is faced by the company are there are a lot of patients from Terengganu that come to the clinic to get the treatment. The travel time from Terengganu to Kelantan is about 3 hours or more. Hence, it will take a lot of time to travel there and a bit costly since it use a lot of money on fuel because the distance approximately 170 kilometers.



Next, the other difficulty is the number of physiotherapists is not enough to treat the patients. When the patients are overload at the critical time, the patients need to wait for a long period of time to get the treatment. So, the patients will sit at the waiting area while waiting to get their treatment from the physiotherapist.



Lastly, Flex Physiotherapy cannot accept the request from the patients to get the treatment on Friday. This is because the clinic is closed every Friday. Apart from that, the physiotherapist also cannot fulfil the request from the patients to get the treatment at home located in areas other than Kuala Terengganu. This is because, it requires high transportation costs and patients have to pay for transport costs.